

Nithish Rao

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Portfolio - <https://nithishrao.com/> | [LinkedIn](#)

Summary

UX Designer with 10+ years of experience leading research-driven product design across enterprise, fintech, and B2B/B2C platforms. Skilled in designing accessible, scalable solutions using mixed-methods research, prototyping, and design systems. Proven success collaborating with cross-functional teams to deliver intuitive user experiences for high-impact products. Excellent communicator with deep expertise in interaction design, strategic thinking, and UX leadership.

Skills

User Research · Wireframing · Prototyping · Interaction Design · Design Systems · Accessibility · Agile · Figma · Sketch · Axure · Usability Testing · Visual Design · Product Thinking · Strategic Design · Cross-functional Collaboration

L&T Technology Services

Technical Specialist, UX, Bengaluru

11/2024 – 05/2025

- Led UX design for enterprise product initiatives, conducting research, usability testing, and prototype validation.
- Directed interaction design for cross-platform solutions, boosting task success by 30% through data-driven iteration.
- Mentored and upskilled 5+ junior designers to improve UX maturity across teams.

Lead UX Designer, Bengaluru

07/2021 – 11/2024

- Led comprehensive mixed-methods research (interviews, surveys, observational studies, usability tests) across diverse personas to uncover unmet needs and inform product strategy.
- Conducted user requirements analysis, task analysis directly influencing design direction for enterprise UX platforms.
- Developed research deliverables — personas, journey maps, storyboards, scenarios, and flowcharts - ensuring alignment between user needs and business goals.
- Partnered with cross-functional stakeholders to translate insights into design requirements and prioritize roadmap features.
- Communicated research findings through clear presentations and storytelling, driving stakeholder buy-in and product decision-making.
- Applied design thinking methodologies to frame problems, ideate solutions, and validate concepts before implementation.
- Led end-to-end high-fidelity prototyping in Figma, building interactive, pixel-perfect prototypes to validate complex workflows and user interactions with product stakeholders.
- Designed, implemented, and governed a scalable design system in Figma, establishing reusable components, accessibility guidelines, and documentation to streamline cross-product consistency.
- Collaborated closely with developers to ensure design-to-dev parity, leveraging Figma libraries and tokens for efficient handoff and version control.

HerKey/JobsForHer

Senior User Experience Designer, Bengaluru

12/2018 - 07/2021

- Designed B2C/B2B UX flows and wireframes based on user research insights and market needs.
- Collaborated with product managers and developers to build responsive interfaces and refine interaction patterns.
- Improved onboarding success by 25% through iterative prototyping and testing.

Fincity

Senior User Experience Designer, Bengaluru

09/2017 - 10/2018

- Led UX for fintech platforms, reducing loan processing time by up to 90% via intuitive UI redesign.

- Executed mixed-methods research to uncover user pain points and guide roadmap priorities.
- Worked closely with frontend teams to ensure accurate implementation of design specs.

Savi's Fashion Studio

Senior User Experience Designer, Bengaluru

11/2016 - 07/2017

- Conducted user interviews and analytics reviews to inform product development for an eCommerce platform.
- Managed ad campaigns on Facebook/YouTube, growing brand engagement by 300%.
- Played a key role in scaling Facebook page likes from **1068** to **17,200** in 7 months.

StoreKing

Senior Visual Designer, Bengaluru

12/2015 - 08/2016

- Created marketing materials and design assets to grow rural eCommerce reach.
- Led branding and mentoring initiatives for junior team members.

Spire Technologies

Senior UI/UX Designer, Bengaluru

08/2015 - 11/2015

- Designed HR-tech interfaces and CRM dashboards to improve usability and workflow efficiency.
- Collaborate with product managers to align design solutions with product goals.

Flipkart

Senior Visual Designer, Bengaluru

08/2014 - 08/2015

- Crafted visual design for key Flipkart campaigns, including Big Billion Day and Fashion Sale.
- Delivered infographics, motion graphics, and emailers to support performance marketing.

Education

Design Thinking - From Insights to Viability

[Stanford University Graduate School of Business](#) 12/2021

Design and Applied Arts

[Indira Gandhi National Open University, Bengaluru](#) 12/2013

Certificates

- [Certified Usability Analyst \(CUA\) - HFI](#)
- [Microsoft UX Certified](#)
- [Enterprise Design Thinking Practitioner - IBM](#)
- [UX-Management-Strategy-and-Tactics - IxDF](#)
- [User Research – Methods and Best Practices - IxDF](#)
- [Introduction to Psychology - Yale University](#)